



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Smart Media Group-Alexandria  
814 King St  
Ste 400  
Alexandria, VA 22314

## Contract # 1336307

**Schedule Dates** 09/07/12-09/16/12  
**Advertiser** McCrory for Governor (30707)  
**Agency** Smart Media Group-Alexandria (6613)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** MCCRORY FOR NC GOV (453334)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** Brooks,Michele  
**Phone/Fax** /  
**CPE** MCCR/ORDR/907916  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR NC GOVER  
MCCRORY FOR NC GOVERNOR  
SHARE 59%

**Date Entered** 07/11/12  
**Last Modified** 09/05/12  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR09762469  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,361.25  
**Net Total** \$24,713.75  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Sep. 2012	30	\$29,075.00
<b>Grand Total:</b>	<b>30</b>	<b>\$29,075.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/07/12-09/07/12	3	:30	11:58:41A- News-News 13 at Noon	1					X			1	\$350.00	\$350.00	Asheville (WLOS)	NWS 13 NOON LEVEL 3	7/11/12
2.0	Revised Line / News	09/11/12-09/11/12	3	:30	11:58:41A- News-News 13 at Noon	1		X									Asheville (WLOS)	NWS 13 NOON LEVEL 3	7/11/12
2.1	Revised Line / News	09/11/12-09/11/12	2	:30	11:58:41A- News-News 13 at Noon	1		X									Asheville (WLOS)	NWS 13 NOON LEVEL 3	8/29/12
2.2	Normal Line / News	09/12/12-09/12/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 3	9/5/12
3.0	Revised Line / News	09/12/12-09/12/12	3	:30	11:58:41A- News-News 13 at Noon	1			X								Asheville (WLOS)	NWS 13 NOON LEVEL 3	7/11/12
3.1	Normal Line / News	09/12/12-09/12/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 3	8/29/12
4.0	Revised Line / News	09/13/12-09/13/12	3	:30	11:58:41A- News-News 13 at Noon	1				X							Asheville (WLOS)	NWS 13 NOON LEVEL 3	7/11/12
4.1	Normal Line / News	09/13/12-09/13/12	2	:30	11:58:41A- News-News 13 at Noon	1				X				1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 3	8/29/12
5.0	Revised Line / News	09/14/12-09/14/12	3	:30	11:58:41A- News-News 13 at Noon	1					X						Asheville (WLOS)	NWS 13 NOON LEVEL 3	7/11/12

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5.1	Normal Line / News	09/14/12-09/14/12	2	:30	11:58:41A- News-News 13 at Noon	1					X			1	\$800.00	\$800.00	Asheville (WLOS)	NWS 13 NOON LEVEL 3	8/29/12
6.0	Normal Line / News	09/07/12-09/07/12	3	:30	6A- 6:30A (EST)	1					X			1	\$500.00	\$500.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 3	7/11/12
7.0	Revised Line / News	09/10/12-09/10/12	3	:30	6A- 6:30A (EST)	1	X										Asheville (WLOS)	NWS13 THS MORN LEVEL 3	7/11/12
7.1	Normal Line / News	09/10/12-09/10/12	2	:30	6A- 6:30A (EST)	1	X							1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 3	8/29/12
8.0	Revised Line / News	09/11/12-09/11/12	3	:30	6A- 6:30A (EST)	1		X									Asheville (WLOS)	NWS13 THS MORN LEVEL 3	7/11/12
8.1	Revised Line / News	09/11/12-09/11/12	2	:30	6A- 6:30A (EST)	1		X									Asheville (WLOS)	NWS13 THS MORN LEVEL 3	8/29/12
8.2	Normal Line / News	09/13/12-09/13/12	2	:30	6A- 6:30A (EST)	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 3	9/5/12
9.0	Revised Line / News	09/12/12-09/12/12	3	:30	6A- 6:30A (EST)	1			X								Asheville (WLOS)	NWS13 THS MORN LEVEL 3	7/11/12
9.1	Normal Line / News	09/12/12-09/12/12	2	:30	6A- 6:30A (EST)	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 3	8/29/12
10.0	Normal Line / News	09/08/12-09/08/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$175.00	\$175.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 3	7/11/12
11.0	Revised Line / News	09/15/12-09/15/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X					Asheville (WLOS)	NWS13 SAT MORN LEVEL 3	7/11/12
11.1	Normal Line / News	09/15/12-09/15/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 3	8/29/12

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12.0	Revised Line / News	09/09/12-09/09/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X				Asheville (WLOS)	NWS13 SUN MORN LEVEL 3	7/11/12
12.1	Normal Line / News	09/09/12-09/09/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 3	8/29/12
13.0	Revised Line / News	09/16/12-09/16/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X				Asheville (WLOS)	NWS13 SUN MORN LEVEL 3	7/11/12
13.1	Normal Line / News	09/16/12-09/16/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$450.00	\$450.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 3	8/29/12
14.0	Revised Line / News	09/16/12-09/16/12	3	:30	8A- ABC-Good Morning America Sunday	1							X				Asheville (WLOS)	GMA SUN LEVEL 3	7/11/12
14.1	Normal Line / News	09/16/12-09/16/12	2	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$700.00	\$700.00	Asheville (WLOS)	GMA SUN LEVEL 3	8/29/12
15.0	Revised Line / News	09/11/12-09/11/12	3	:30	4:59P- News-News 13 First News At 5p	1		X									Asheville (WLOS)	FIRST NWS AT 5 LEVEL 3	7/11/12
15.1	Revised Line / News	09/11/12-09/11/12	2	:30	4:59P- News-News 13 First News At 5p	1		X									Asheville (WLOS)	FIRST NWS AT 5 LEVEL 3	8/29/12
15.2	Normal Line / News	09/12/12-09/12/12	2	:30	4:59P- News-News 13 First News At 5p	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 3	9/5/12

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16.0	Revised Line / News	09/13/12-09/13/12	3	:30	4:59P- News-News 13 First News At 5p	1				X							Asheville (WLOS)	FIRST NWS AT 5 LEVEL 3	7/11/12
16.1	Normal Line / News	09/13/12-09/13/12	2	:30	4:59P- News-News 13 First News At 5p	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 3	8/29/12
17.0	Normal Line / News	09/07/12-09/07/12	3	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$600.00	\$600.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 3	7/11/12
18.0	Revised Line / News	09/10/12-09/10/12	3	:30	5:28P- News-News 13 at 5:30p	1	X										Asheville (WLOS)	NWS13 AT 5 30 LEVEL 3	7/11/12
18.1	Normal Line / News	09/10/12-09/10/12	2	:30	5:28P- News-News 13 at 5:30p	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 3	8/29/12
19.0	Revised Line / News	09/14/12-09/14/12	3	:30	5:28P- News-News 13 at 5:30p	1					X						Asheville (WLOS)	NWS13 AT 5 30 LEVEL 3	7/11/12
19.1	Normal Line / News	09/14/12-09/14/12	2	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 3	8/29/12
20.0	Revised Line / News	09/10/12-09/10/12	3	:30	10:59:56P- News-News 13 11p Late News	1	X										Asheville (WLOS)	NWS13 AT 11 LEVEL 3	7/11/12
20.1	Normal Line / News	09/10/12-09/10/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X							1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 3	8/29/12

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21.0	Revised Line / News	09/13/12-09/13/12	3	:30	10:59:56P- News-News 13 11p Late News	1				X							Asheville (WLOS)	NWS13 AT 11 LEVEL 3	7/11/12
21.1	Normal Line / News	09/13/12-09/13/12	2	:30	10:59:56P- News-News 13 11p Late News	1				X				1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 3	8/29/12
22.0	Revised Line / News	09/14/12-09/14/12	3	:30	10:59:56P- News-News 13 11p Late News	1					X						Asheville (WLOS)	NWS13 AT 11 LEVEL 3	7/11/12
22.1	Normal Line / News	09/14/12-09/14/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X			1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 3	8/29/12
23.0	Revised Line / News	09/15/12-09/15/12	3	:30	11:30:56P- News-News 13 11p Late Late News	1						X					Asheville (WLOS)	NWS13 AT 11 LEVEL 3	7/11/12
23.1	Normal Line / News	09/15/12-09/15/12	2	:30	11:30:56P- News-News 13 11p Late Late News	1						X		1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 3	8/29/12
24.0	Revised Line / News	09/10/12-09/14/12	2	:30	5:28A- News-News 13 Early 530a		1	1	1		1						Asheville (WLOS)	NEWS	7/18/12
24.1	Revised Line / News	09/10/12-09/14/12	2	:30	5:28A- News-News 13 Early 530a		1	1	1		1						Asheville (WLOS)	NEWS	8/29/12
24.2	Normal Line / News	09/10/12-09/14/12	2	:30	5:28A- News-News 13 Early 530a	4	X		X		X			4	\$600.00	\$2,400.00	Asheville (WLOS)	NEWS	9/5/12
25.0	Revised Line / News	09/11/12-09/11/12	2	:30	6P- 7P (EST)	1		X									Asheville (WLOS)	NEWS	7/18/12

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25.1	Normal Line / News	09/12/12-09/12/12	2	:30	6P- 7P (EST)	1			X					1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NEWS	9/5/12
26.0	Revised Line / News	09/16/12-09/16/12	2	:30	10:59:56P- News-News 13 11p Late News	1							X				Asheville (WLOS)	NEWS	7/18/12
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